



WINE AND SPIRITS WHOLESALERS OF CONNECTICUT, INC.

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EXECUTIVE DIRECTOR
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February 7, 2011

Honorable Dannel Malloy
Honorable Donald Williams
Honorable Christopher Donovan
General Law Committee

6264

Dear Governor Malloy, President Williams, Speaker Donovan and Members of the General Law Committee:

I write to express the support of the Wine & Spirits Wholesalers of Connecticut, Inc. for the position of the Connecticut Package Store Association in its opposition to the expansion of sales of beverage alcohol on Sundays

Connecticut's package stores play a central role in the controlled and regulated distribution of beverage alcohol within the state of Connecticut. These local owned businesses account for more than seventy percent of the beverage alcohol sold and distributed within the state. They are responsible for furthering the state's legitimate interests in preventing underage drinking and temperance. Package stores also play a central role in responding to consumer demands, distributing over 33,000 unique brands from across the globe to Connecticut consumers. These businesses know their customers, what they want to purchase and how they want to purchase. We urge you to listen to their concerns and objections to the sale of alcohol on Sundays, as they are in a truly unique position to know the "facts."

The arguments to permit the retail sale of alcohol on Sunday are that the State will realize increased revenue and that consumer convenience is paramount, arguments which in these times are facially attractive. However what is lacking from these arguments is an acknowledgement that beverage alcohol is a controlled and regulated product. When used appropriately and in moderation, beverage alcohol can be an enhancement to any social occasion, be it a meal, gathering or life cycle event; yet, if misused it can have very harmful effects. The current system of regulation recognizes and furthers the State's interests in temperance, striking an appropriate balance between, consumer access and the state's revenue requirements and at the same time supporting a key component to the regulated distribution system - Connecticut's package stores. Any revenue analysis must fully account for all increased costs (not just to the state but those that will befall local municipalities - such as increased law enforcement costs), together with any revenue contras such a lost income and business taxes resulting from the loss of package store businesses which are sure to follow should such a measure be enacted.

In considering whether or not to permit the sale of alcohol on Sundays we urge you to listen to the concerns of those who will be directly impacted by such a decision - the package stores, and to consider that full social costs that such a measure will bring about.

Thank you for your consideration.

Respectfully submitted,

Wine & Spirits Wholesalers of Connecticut